

What is Your Budget?

To keep costs down, consider using a local hospital's meeting facilities. Hospitals are excellent partners for such an event, especially ones that are associated with a Visiting Nurse or Home Health Agency. Many hospitals have public meeting spaces that are available for little or no charge.

If your local hospital does not have the capacity or the facilities you require, other possible venues include your local community college, a public library, a recreation center, or a fire hall. In choosing your venue, consider the following:

- *Are there extra fees for audio-visual equipment?*
- *Is there adequate parking?*
- *Is it accessible to people with disabilities?*

Refreshments

In all probability, food and beverages will be your most costly item. If your event is in the morning, pastries and coffee are sufficient. If your event is in the evening, you may not need to provide food. But if your event will take place during the day, participants will probably expect a luncheon. Consider your **budget** (among other things) when deciding on the time of day to hold your event.

Printing

To give your event a professional appearance, consider having your Save-the-Date cards or invitations professionally printed. You may use the conference logo (**Logo.pdf**), title, **postcards**, **flyers** and other marketing materials included on this CD or develop your own.

Giveaway Items

Typically, participants at workshops and conferences appreciate a “goody bag” to take away from the event. It also provides an opportunity to market your public health agency. Besides the printed materials you will hand out at your event, other possible giveaway items include:

- Small bottle of hand sanitizer
- Packet of tissues
- Water bottle
- Whistle
- Energy bar
- Crank radio
- Plastic zippered pouch (like a pencil case) for storing copies of important documents

Other Expenses

The following are some miscellaneous items you might want to budget for:

- Reprint fees for copyrighted articles
- Speaker honoraria
- Paper goods and decorations
- Signage

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